## [Document Name] CLAIMS

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1. A white balance adjusting device used for a display capable of displaying images respectively on a plurality of regions on a screen, for adjusting white balances of images displayed by first, second and third primary signals corresponding respectively to different colors, comprising:

a storage that stores a plurality of first correction data signals for gamma correction of the first primary signal, a plurality of second correction data signals for the gamma correction of the second primary signal and a plurality of third correction data signals for the gamma correction of the third primary signal;

a first selector that selects any of the plurality of first correction data signals, any of the plurality of second correction data signals and any of the plurality of third correction data signals stored in said storage;

a corrector that carries out the gamma correction of the input first, second and third primary signals using the first, second and third correction data signals selected by said first selector; and

an adjustment instruction device that gives an instruction to adjust the white balance, wherein

said first selector selects a plurality of different combinations of the first, second and third correction data

signals corresponding respectively to the plurality of regions on the screen of said display when said adjustment instruction device gives the instruction to adjust the white balance, and

said corrector corrects the input first, second and third primary signals using the plurality of different combinations of first, second and third correction data signals selected by said first selector to display the images having different white balances on said plurality of regions, respectively.

2. The white balance adjusting device according to claim1, further comprising:

a second selector that selects any of the plurality of images displayed respectively on the plurality of regions on the screen of said display; and

a controller that controls said first selector such that one combination of the first, second and third correction data signals corresponding to the image selected by said second selector is selected, wherein

said corrector corrects the first, second and third primary signals to display the image on the entire screen of said display using the one combination of the first, second and third correction data signals selected by said first selector.

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3. The white balance adjusting device according to claim25 2, further comprising:

a readjustment instruction device that gives an instruction to readjust the white balance after the adjustment thereof, wherein

said controller controls said first selector such that the image is displayed on the entire screen of said display with the white balance of the image that has been displayed on the entire screen of said display before the adjustment of the current white balance when said readjustment instruction device gives the instruction to readjust.

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4. The white balance adjusting device according to claim3. further comprising:

a holder that holds the combination of the first, second and third correction data signals corresponding to the image that has been displayed on the entire screen of said display before the adjustment of the white balance, wherein

said controller controls said first selector such that the combination of the first, second and third correction data signals held by said holder is selected when the readjustment is instructed by said readjustment instruction device.

5. The white balance adjusting device according to any of claims 2 to 4, wherein

said second selector includes a touch panel provided on 25 the screen of said display.

- 6. A video display device comprising:
- a display having a screen;

a signal processor that generates first, second and third primary signals corresponding respectively to different colors to display an image on the screen of said display; and

a white balance adjusting device that adjusts a white balance of the image displayed on the screen of said display, wherein

said white balance adjusting device includes:

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a storage that stores a plurality of first correction data signals for gamma correction of the first primary signal, a plurality of second correction data signals for the gamma correction of the second primary signal and a plurality of third correction data signals for the gamma correction of the third primary signal;

a first selector that selects any of the plurality of first correction data signals, any of the plurality of second correction data signals and any of the plurality of third correction data signals stored in said storage;

a corrector that carries out the gamma correction of the first, second and third primary signals generated by said signal processor using the first, second and third correction data signals selected by said first selector; and

an adjustment instruction device that gives an instruction

to adjust the white balance, and wherein

said first selector selects a plurality of different combinations of the first, second and third correction data signals corresponding respectively to a plurality of regions on the screen of said display when said adjustment instruction device gives the instruction to adjust the white balance, and wherein

said corrector corrects the first, second and third primary signals generated by said signal processor using the plurality of different combinations of the first, second and third correction data signals selected by said first selector, and

said display displays the images having different white balances on said plurality of regions, respectively, based on the first, second and third correction data signals corrected by said corrector.

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7. The video display device according to said claim 6, wherein

said white balance adjusting device further comprises:

a second selector that selects any of the plurality of images displayed respectively on the plurality of regions on the screen of said display; and

a controller that controls said first selector such that one combination of the first, second and third correction data signals corresponding to the image selected by said second selector is selected, and wherein

said corrector corrects the first, second and third primary signals generated by said signal processor using the one combination of the first, second and third correction data signals selected by said first selector, and

said display displays the image on the entire screen based on the first, second and third primary signals corrected by said corrector.

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8. The video display device according to claim 7, wherein 10 said white balance adjusting device further includes a readjustment instruction device that gives an instruction to readjust the white balance after the adjustment thereof, and said controller controls said first selector such that the image is displayed on the entire screen of said display with 15 the white balance of the image that has been displayed on the entire screen of said display before the adjustment of the current white balance when said readjustment instruction device gives the instruction to readjust the white balance.

9. The video display device according to claim 8, wherein said white balance adjusting device further includes a holder that holds the combination of the first, second and third correction data signals corresponding to the image that has been displayed on the entire screen of said display before the 25adjustment of the white balance, and

said controller controls said first selector such that the combination of the first, second and third correction data signals held by said holder is selected when the readjustment is instructed by said readjustment instruction device.

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10. The video display device according to any of claims 7 to 9, wherein

said second selector includes a touch panel provided on the screen of said display.

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11. The video display device according to any of claims 6 to 10, wherein

said signal processor generates the first, second and third primary signals such that the images with same shapes are displayed on the plurality of regions on the screen of said display when said adjustment instruction device gives the instruction to adjust the white balance.

12. The video display device according to any of claims
20 6 to 11, further comprising:

a synchronizing signal generator that generates a vertical synchronizing signal and a horizontal synchronizing signal, wherein

said first selector includes,

a selecting signal generator that generates a selecting

signal for selecting the plurality of regions on the screen of said display in order based on the vertical synchronizing signal and the horizontal synchronizing signal generated by said synchronizing signal generator, and

a data selector that selects the plurality of different combinations of the first, second and third correction data signals corresponding respectively to the plurality of regions on the screen of said display in order based on the selecting signal generated by said selecting signal generator.